



Calgary
Health Trust

Connecting donor passions
with health care needs.

Request for Quote (RFQ)
Website Consultant

Issued: November 7, 2011

Closing date and time: November 21, 2011 at 4:00 p.m. MST

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Introduction

Calgary Health Trust is seeking the services of a website firm/consultant to assist in the development and maintenance of Calgary Health Trust's website, www.calgaryhealthtrust.ca.

This RFQ is a request for firms/consultants to submit their responses, including but not limited to full qualifications and pricing, to be evaluated by a Website Steering Committee using the criteria described in this qualification document. Subsequently, qualified firms/consultants will be invited to meet in person with the committee to discuss and present their qualifications in further detail.

There will be no direct payment by Calgary Health Trust for costs incurred for submission response to this RFQ.

The response is due at 4 p.m. MST on November 21, 2011. Late submissions will not be acknowledged.

About Calgary Health Trust

In 1996, six health care foundations merged to form Calgary Health Trust. Since then, Calgary Health Trust has raised more than \$315 million to advance technology, programs and services at Foothills Medical Centre, Peter Lougheed Centre, Rockyview General Hospital, Women's Health, Carewest continuing care centres, other community health programs, facilities and institutes, the University of Calgary's Faculty of Medicine and other health care organizations. As part of the ongoing fundraising programs, Calgary Health Trust also runs the Foothills Hospital Home Lottery and the Lifestyles Lottery.

Objective

Calgary Health Trust is seeking a creative, innovative and knowledgeable website firm/consultant to provide ongoing website maintenance, development and implementation of www.calgaryhealthtrust.ca. The successful firm/consultant must be able to work closely with the website steering committee and website project lead to expand the content and functionality of Calgary Health Trust's website, while providing expertise on website best practices and current trends and sharing informed opinions on how to evolve Calgary Health Trust's website. It is our intention to handle the majority of site maintenance in-house via a content management system, with the developer handling major upgrades to the site.

Project Background

Calgary Health Trust's website provides information to donors, the public and key stakeholders regarding what we do, fundraising priorities, upcoming events and different ways to donate. In 2007-08, Calgary Health Trust did a website re-design and implemented Blackbaud NetCommunity as its content management system. Now, Calgary Health Trust is looking to do a complete website overhaul including major updates to navigation, design, content and social media integration, while potentially keeping existing functionality including online donations, personal and team fundraising capabilities and online event ticket sales currently provided by NetCommunity.

In the last year, the Calgary Health Trust website has:

- averaged around 4,500 unique visits per month; and
- facilitated 1,700 online donations and event ticket sales

This year, Calgary Health Trust will be:

- implementing a social media strategy, which makes social media integration a key component of the new website;
- implementing an e-newsletter, which must integrate with the new website to allow new subscribers to sign up to receive email notifications from Calgary Health Trust;
- utilizing online donations and online fundraising for key campaigns and events;
- updating the site for ideal Search Engine Optimization (SEO);
- integrating a website analytics system to track website performance;
- developing new navigation and content for website. This may include migration of some of the content currently on the website; and
- providing more engaging content frequently to encourage return visits.

Requirements and Capabilities

Response to this RFQ will be accepted from firms/consultants demonstrating the following requirements and capabilities:

- a content management system (CMS) that Calgary Health Trust staff will use on a regular basis to update website;
- ability to facilitate online donations, event ticket sales and personal and team fundraising pages, all of which activity would be recorded from the website into the Raisers Edge database;
- ability to house a blog on the homepage of the website, either through a module already included with the CMS or through integration with WordPress;
- ability to coordinate e-receipting through online donations;
- ability to either populate forms (donation forms, event ticket purchase forms, etc.) that connect directly to Raisers Edge database or work with Blackbaud NetCommunity's form module to ensure forms are on the website and branded consistently with the website design.
- an events calendar and event search module that can be incorporated onto the website;
- a search toolbar for the website, preferably powered by Google;
- programming and database development;

- web analytics and measurement;
- SEO and social media integration;
- creative direction and graphic design (working in conjunction with Calgary Health Trust's communications team and graphic designer);
- ability to host video on the website;
- in-person web training, including extensive how-to guides to be presented before website launch;
- exceptional, ongoing customer support; and
- strategic consultation, planning and project management.

In addition to demonstrating the skills and experience outlined in the above criteria, submissions must include:

- an overview of the firm(s) and/or consultant(s) involved in the submission;
- key contact listing, areas of expertise and resumes/CVs
- technical capabilities and solutions (a comprehensive list of capabilities and specialties in specific programming, languages, databases, and list of Calgary Health Trust's requirements that the firm(s)/consultant(s) can provide)
- approach, methodologies and project management process
- location of head office
- rate card and detailed estimate on quote for project in Canadian dollars
- portfolio samples and/or relevant case studies

* Short-listed firms/consultants must be able to supply a minimum of three references of past or current clients

Consultant Selection Process

Consultant Selection Process	Timeline for Completion
RFQ issued to consultants	November 7, 2011
Conference call for RFQ questions	November 15, 2011 from 1:30 – 2:30 p.m. MST

RFQ responses due	November 21, 2011
Consultants shortlisted by Website Steering Committee	November 28, 2011
Shortlisted consultants contacted for request for presentations/interviews	November 28, 2011
Presentations/interviews from shortlisted consultants and final selection	December 1-2, 2012
Award contract	December 8, 2012

*Note: The successful firm/consultant will be required to submit a Project Plan to Calgary Health Trust by 12 p.m. on February 15, 2012.

All questions regarding the RFQ will only be answered during the conference call on **November 15, 2011** from 1:30 – 2:30 p.m. MST. To join the conference call:

- 1) Dial 403-232-0994 if you are calling from the Calgary-area
- 2) Dial 1-877-385-4099 if you are calling from anywhere else

Access code: 7997160#

If you are having issues dialing in, you may hit *0 at any time for assistance. Alternately, you can phone Jaime Croft Larsen at 403-710-8482 for assistance during the phone call.

The Calgary Health Trust's Website Steering Committee will assess each RFQ response against an agreed upon set of evaluation criteria. Firms/Consultants selected to present to the selection committee during December 1-2, 2012 will be notified on November 28 by Calgary Health Trust of the presentation time and location.

Responses submitted to Calgary Health Trust should not exceed 10 pages in length (not including portfolio and or/relevant case studies).

Each RFQ will be measured against the following criteria:

Criteria	Weighting
Consultant's availability and capacity to carry out activities	20%
Experience and capabilities	50%
Hourly rate and project quote	20%

Overall cohesiveness and presentation of RFQ response	10%
Total	100%

Please email an electronic PDF copy of the RFQ response by **November 21, 2011 at 4 p.m.** to:

Erin McFarlane

erin.mcfarlane@calgaryhealthtrust.ca

Cancellation/Reissue Request for Quote

Calgary Health Trust reserves the right to cancel, alter or reissue the RFQ. The RFQ is not a contract or offer into a contract, but an RFQ for the supply of service to Calgary Health Trust. Calgary Health Trust may reject any and all submissions without further questions or redress from respondents. Calgary Health Trust reserves the right to accept or reject submissions in whole or in part, and to discuss different or additional terms to those included in the RFQ.

Additional Information

Contracts may either be a fixed fee for accepted completed deliverables or based on an hourly rate. The type of contract required will be determined by Calgary Health Trust.

Assignment and Subcontracting

- Submissions must be under one lead Consultant if subcontractors are involved with the project.
- The consultant lead must be identified. If the submission is from a consortium of firms or consultants, the submission must identify the lead firm and consultant lead from that firm. It must also detail how the consortium will operate. In the case that the successful firm/consultant is a consortium of firms or consultants, Calgary Health Trust will enter into a contract with the lead firm/consultant only.
- Written request to, and permission from, Calgary Health Trust is required for submission of key project team members.

Intellectual Property and Copyrights

- Ownership of any work, information, records or materials developed or produced under the contract shall become the sole property of Calgary Health Trust.

Canadian Labour and Materials

- The firm/consultant shall use Canadian labour and materials in the performance of the work to the extent they are procurable.

- All vendors and consultants must be able to bill Calgary Health Trust in Canadian funds. Calgary Health Trust will not issue payment in US funds. All fees outlined in submissions are to be in Canadian funds.
- While Calgary Health Trust is not limited to hiring consultants/firms located in Calgary/Canada, any consultant or firm hired must have the ability to meet face-to-face when required. The number of face-to-face meetings required will vary depending on the nature of the work and will be outlined in individual contracts. Consultants/firms must have a way of delivering materials for review and final delivery which maintains contract deadlines. Consultants/firms outside of Calgary must make themselves easily accessible via conference calls, webinars, email and telephone.

—End—